

Message Text

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21

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 MMO-04 USIA-15 /039 W

----- 103691

R 151608Z APR 76

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 8325

UNCLAS SECTION 1 OF 2 VIENNA 3074

E.O. 11652: N/A

TAGS: BEXP, AU, AFSP

SUBJECT: PRELIMINARY CCP INPUT FY 78

REF: (A) 75 STATE A 7369, (B) STATE 054879

1. IN ACCORDANCE WITH REFTEL HEREWITH RECOMMENDATIONS FOR
FY 78 CCP-CAMPAIGN AND NON-CAMPAIGN INITIATIVES.

2. CAMPAIGNS

A. 1. CAMPAIGN NO. 1.

2. PRIORITY NO. 1.

3. PROMOTE SALE OF US EQUIPMENT, TEST INSTRUMENTS AND
COMPONENTS FOR THE ELECTRONIC INDUSTRIES.

4. THIS CAMPAIGN FOLLOWS UP CAMPAIGN NO. 5 OF FY 77 CCP
AND IS BASED ON RESEARCH DONE IN THAT CAMPAIGN. AT PRESENT,
GOVERNMENTAL PLANS TO IMPROVE THE STRUCTURE OF AUSTRIAN IN-
DUSTRY CALL FOR THE INTRODUCTION OF ADVANCED TECHNOLOGIES AND
ARE LIKELY TO ENCOURAGE DEMAND FOR EQUIPMENT USEFUL IN THE
MANUFACTURE OF ELECTRONIC PRODUCTS. THE US WITH A TECHNOLO-
GICAL LEAD IN THIS FIELD IS IN A GOOD POSITION TO CAPTURE A
RESPECTABLE PORTION OF THIS EMERGING MARKET.

ACTIVITIES REQUIRING SPECIAL COMMERCE LOGISTIC SUPPORT:

A BIO AT IE-77 IN VIENNA IN NOVEMBER 1977.

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B. 1. CAMPAIGN NO. 2.

2. PRIORITY NO. 2.

3. PROMOTE THE SALE OF US COMPUTERS AND PERIPHERAL EQUIPMENT.

4. MARKET INFORMATION AVAILABLE NOW INDICATES THAT THE AUSTRIAN BUSINESS COMMUNITY WILL CONTINUE ADOPTION OF COMPUTER BASED BUSINESS SYSTEMS FOR THE NEXT FEW YEARS. THE WIDELY RESPECTED TECHNICAL EXCELLENCE OF US EQUIPMENT IN THIS FIELD SHOULD MAKE PROMOTIONAL EFFORTS AIMED AT INTRODUCING NTM FIRMS PARTICULARLY REWARDING.

ACTIVITIES REQUIRING SPECIAL COMMERCIAL LOGISTICS SUPPORT:
NONE

C. 1. CAMPAIGN NO. 3.

2. PRIORITY NO. 7.

3. RESEARCH TO DEVELOP MARKETING INFORMATION AND PROMOTION OF US FOOD PROCESSING AND PACKAGING EQUIPMENT.

4. AUSTRIA PRODUCES A WIDE VARIETY OF FOOD PRODUCTS WHICH ARE PREPARED FOR MARKET BY ALL TECHNIQUES. FROZEN FOODS IN PARTICULAR ARE ACHIEVING MARKET ACCEPTANCE AND PROCESSING EQUIPMENT CONSTITUTES A GOOD MARKET OPPORTUNITY. THE NEED TO IMPROVE PRODUCTIVITY IN THE FOOD PROCESSING SECTOR SHOULD CREATE DEMAND FOR US EQUIPMENT.

ACTIVITIES REQUIRING SPECIAL COMMERCE LOGISTIC SUPPORT:
A CATALOG SHOW IN THE SECOND HALF OF THE FISCAL YEAR.

D. 1. CAMPAIGN NO. 4.

2. PRIORITY NO. 5.

3. PROMOTE SALE OF US CONSUMER GOODS TO MAJOR AUSTRIAN DISTRIBUTORS AND IMPORTERS.

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4. AUSTRIAN DEMAND FOR US CONSUMER GOODS CONTINUES STRONG AND WARRANTS CONTINUED EFFORTS TO INTRODUCE NTM FIRMS TO AUSTRIA.

ACTIVITIES REQUIRING SPECIAL COMMERCE LOGISTIC SUPPORT:
IN-STORE PROMOTION IN THE SPRING OF 1978.

E. 1. CAMPAIGN NO. 5.

2. PRIORITY NO. 6.

3. PROMOTE SALE OF US HEALTH CARE AND BIOMEDICAL EQUIPMENT.

4. IMPLEMENTATION OF GOVERNMENTAL PLAN TO REORGANIZE
AUSTRIAN HEALTH CARE SERVICES, EXPAND FREE
PREVENTATIVE MEDICAL CARE, AND EXPAND REHABILITATION CARE
FACILITIES, COUPLED WITH THE APPROACHING COMPLETION OF A VERY
LARGE HOSPITAL IN VIENNA WILL CREATE A DEMAND FOR A WIDE
VARIETY OF RELATED HEALTH CARE PRODUCTS AND SERVICES. THE US
WITH AN OVERALL SECTOR MARKET SHARE OF ABOUT 5 PERCENT IN
1974, STANDS TO BENEFIT SUBSTANTIALLY FROM PROMOTIONAL EFFORTS
COUPLED WITH INCREASED DEMAND.

ACTIVITIES REQUIRING SPECIAL COMMERCE LOGISTIC
SUPPORT: CATALOG SHOW POSSIBLY COMBINED WITH B.I.O.
AT SUITABLE TRADE EVENT.

F. 1. CAMPGIAN NO. 6.

2. PRIORITY NO. 10.

3. PROMOTE THE SALE OF US LABORATORY INSTRUMENTS.

4. AT PRESENT IT IS NOT KNOWN IF THIS CAMPAIGN IS JUSTIFIED,
HOWEVER, IT WILL BE CONSIDERED

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ACTION EB-07

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R 151808Z APR 76
FM AMEMBASSY VIENNA
TO SECSTATE WASHDC 8326

UNCLAS SECTION 2 OF 2 VIENNA 3074

IN THE 1976 BEST PROSPECTS REPORT AND IF JUSTIFIED WILL
BE INCLUDED IN THE FY 78 CCP.

ACTIVITIES REQUIRING SPECIAL COMMERCE LOGISTICAL
SUPPORT: NONE.

3. NON-CAMPAIGN INITIATIVES.

A. MAJOR PROJECTS - PRIORITY NO. 9.

CONTINUE REPORTING EFFORTS TO INFORM US BUSINESS MAJOR PROSPECTS IN AUSTRIA AND IN THIRD COUNTRIES UNDER AUSTRIAN MANAGEMENT.

ASSIST US COMPANIES BIDDING ON SECOND NUCLEAR POWER PLANT PROJECTS IN AUSTRIA.

B. FOREIGN BUYER PROGRAM - PRIORITY NO. 8.

IN ADDITION TO INFORMATION IN THE COMMERCIAL NEWSLETTER, FBP ACTIVITIES ARE PROMOTED THROUGH MAILINGS, AND CALLS.

C. COMMERCIAL NEWSLETTER - PRIORITY NO. 4.

THE COMMERCIAL NEWSLETTER IS PUBLISHED FIVE TIMES ANNUALLY AND IS USED AS A PROMOTIONAL TOOL FOR CAMPAIGNS, PROGRAMS AND GENERAL EXPORT EXPANSION EFFORTS.

D. BUSINESS SERVICES - PRIORITY NO. 3

SIX BUSINESS CONSULTATION DAYS (SPRECHTAGE) ARE TO BE HELD IN THE PROVINCES AND A TWO DAY SESSION WITH STATE REPRESENTATIVES WILL BE HELD IN A SELECTED CITY IN AUSTRIA. MAINTAIN QUALITY OF COMMERCIAL LIBRARY IN SALZBURG. CONTINUE OPEN HOUSE PROGRAM.

RESOURCE SUMMARY TOTAL

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PERSONNEL CAMPAIGN NON-CAMPAIGN

FSO/R 120 950

FSLP 240 1684

FSS 15 413

FSLC 70 572

TOTAL 445 3619

FINANCIAL

TRAVEL \$350 \$4000

REPRESENTATION \$600 \$3400

CONTRACT - \$110

MISC INCLUDING

PRINT & MAIL \$2100 \$12000

TOTAL \$3050 \$19510

5. POST WELCOMES PARTICIPATION IS TSS'S AND TRADE MISSIONS, PARTICULARLY IN THE AREAS OF THE PROPOSED CAMPAIGNS.

6. FULL IMPLEMENTATION OF THE PROPOSED FY 78 CCP WILL TAX EMBASSY RESOURCES TO THE LIMIT AND SIGNIFICANT UNSCHEDULED REQUIREMENTS WILL REQUIRE DEFERRAL OF SOME SCHEDULED ACTIVITIES.MEEHAN

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